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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method comprising:

receiving, at a third party facilitator of a transaction, a file including item description data which describes items, and enhanced data which specifies an approach for conducting the transaction and which supplies value benchmarks for the items ~~information describing one or more items for sale by a seller~~;

monitoring a performance of the transaction as the transaction is being facilitated by the third party facilitator over one or more online channels;

calculating metrics for the items based on comparing the monitored performance of the transaction to the supplied value benchmarks;

presenting a dashboard interface to an owner of items, the dashboard interface providing the calculated metrics and a recommendation of the third party facilitator for improving the performance of the transaction;

permitting the owner to adjust the approach for conducting the transaction, using the dashboard interface; and

facilitating the transaction according to the adjusted approach ~~a sale of the items through one or more online sales channels; and~~

~~processing the received information and data associated with the facilitated sale using a data warehouse analytical processing tool to generate metrics to report to the seller;~~

~~reporting to the seller organized groups of metrics in a dashboard;~~

~~wherein:~~

~~the metrics comprise generated quantitative information associated with top-line highlights, bottom-line highlights, and SKU-level information,~~

~~the top-line highlights comprise a comparison of sales performance and sales forecasts,~~

~~the bottom line highlights comprise a report of costs and a bottom line sales performance,~~
~~and~~

~~the dashboard comprises the top line highlights, the bottom line highlights, the SKU-level~~
~~information, and an executive summary with qualitative subjective information that provides~~
~~value to the generated quantitative information.~~

2. – 37.   (Cancelled)

38.   (New) The method of claim 1, wherein permitting the owner to adjust the approach
further comprises permitting the owner to adjust a quantity and type of the items being
transacted.

39.   (New) The method of claim 1, wherein facilitating the transaction further comprises
selecting a fulfillment center that is appropriate to the items, based on the description data or the
enhanced data.

40.   (New) The method of claim 1, wherein:
        receiving the file further comprises, at the third party facilitator:
                receiving an indication from the owner that the items represent fragmented
inventory,
                inventorying the items,
                assigning unique identifiers to the inventoried items,
                generating the description data,
                generating the file, and
                populating the file with the unique identifiers and the description data.

41.   (New) The method of claim 1, wherein the enhanced data which specifies the approach
for conducting the transaction specifies which of the one or more online channels to use in
conducting the transaction.

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42.   (New) The method of claim 1, wherein the enhanced data which specifies the approach for conducting the transaction specifies how the items should be displayed and sold on the one or more online channels.

43.   (New) The method of claim 1, wherein the enhanced data which specifies the approach for conducting the transaction specifies which of the items should be grouped together for the transaction.

44.   (New) The method of claim 1, wherein the enhanced data which specifies the approach for conducting the transaction specifies whether customer feedback for the owner should be displayed on the one or more online channels.

45.   (New) The method of claim 1, wherein the value benchmarks comprise an anchor price for each of the items, and an anchor price flag indicating whether the anchor price represents a Next Best Channel Alternative (NBA), a Cost Of Goods Sold (COGS), a Manufacturer's Suggested Retail Price (MSRP), or a jobber price.

46.   (New) The method of claim 45, wherein:
        the value benchmarks further comprise an Average Sales Price (ASP) per Stock Keeping Unit (SKU) associated with each item, and
        the ASP per SKU is expressed as a percentage of the anchor price.

47.   (New) The method of claim 1, wherein the dashboard interface further comprises:
        an executive summary region providing qualitative subjective information providing value to quantitative information in other regions of the dashboard interface, and further providing the recommendation,
        top line and bottom line highlights regions providing the calculated metrics,
        a highlighted item region identifying a best selling item and a slowest moving item of the items, and
        a news region displaying feedback for transacted items.

48.   (New) The method of claim 47, wherein the top line highlights region provides a chart of transaction activity for a given time period.

49.   (New) The method of claim 1, wherein the transaction comprises a sales transaction.

50.   (New) The method of claim 1, further comprising determining the recommendation at the third party facilitator.

51.   (New) The method of claim 1, wherein the recommendation is not provided by the owner.

52.   (New) A computer readable medium encoded with a computer program comprising instructions that, when executed, operate to cause a computer to perform operations comprising:

        receiving, at a third party facilitator of a transaction, a file including item description data which describes items, and enhanced data which specifies an approach for conducting the transaction and which supplies value benchmarks for the items;

        monitoring a performance of the transaction as the transaction is being facilitated by the third party facilitator over one or more online channels;

        calculating metrics for the items based on comparing the monitored performance of the transaction to the supplied value benchmarks;

        presenting a dashboard interface to an owner of items, the dashboard interface providing the calculated metrics and a recommendation of the third party facilitator for improving the performance of the transaction;

        permitting the owner to adjust the approach for conducting the transaction, using the dashboard interface; and

        facilitating the transaction according to the adjusted approach.

53.   (New) A system comprising:

one or more computers; and

a computer-readable medium coupled to the one or more computers having instructions stored thereon which, when executed by the one or more computers, cause the one or more computers to perform operations comprising:

receiving, at a third party facilitator of a transaction, a file including item description data which describes items, and enhanced data which specifies an approach for conducting the transaction and which supplies value benchmarks for the items,

monitoring a performance of the transaction as the transaction is being facilitated by the third party facilitator over one or more online channels,

calculating metrics for the items based on comparing the monitored performance of the transaction to the supplied value benchmarks,

presenting a dashboard interface to an owner of items, the dashboard interface providing the calculated metrics and a recommendation of the third party facilitator for improving the performance of the transaction,

permitting the owner to adjust the approach for conducting the transaction, using the dashboard interface, and

facilitating the transaction according to the adjusted approach.

54.   (New) The system of claim 53, wherein permitting the owner to adjust the approach further comprises permitting the owner to adjust a quantity and type of the items being transacted.

55.   (New) The system of claim 53, wherein facilitating the transaction further comprises selecting a fulfillment center that is appropriate to the items, based on the description data or the enhanced data.

56. (New) The system of claim 53, wherein:

   receiving the file further comprises, at the third party facilitator:

      receiving an indication from the owner that the items represent fragmented

inventory,

      inventorying the items,

      assigning unique identifiers to the inventoried items,

      generating the description data,

      generating the file, and

      populating the file with the unique identifiers and the description data.

57. (New) The system of claim 53, wherein the enhanced data which specifies the approach for conducting the transaction specifies which of the one or more online channels to use in conducting the transaction.

58. (New) The system of claim 53, wherein the enhanced data which specifies the approach for conducting the transaction specifies how the items should be displayed and sold on the one or more online channels.